Web Design Metrics

Robert Woolley
Chief Technical Architect
State of Utah
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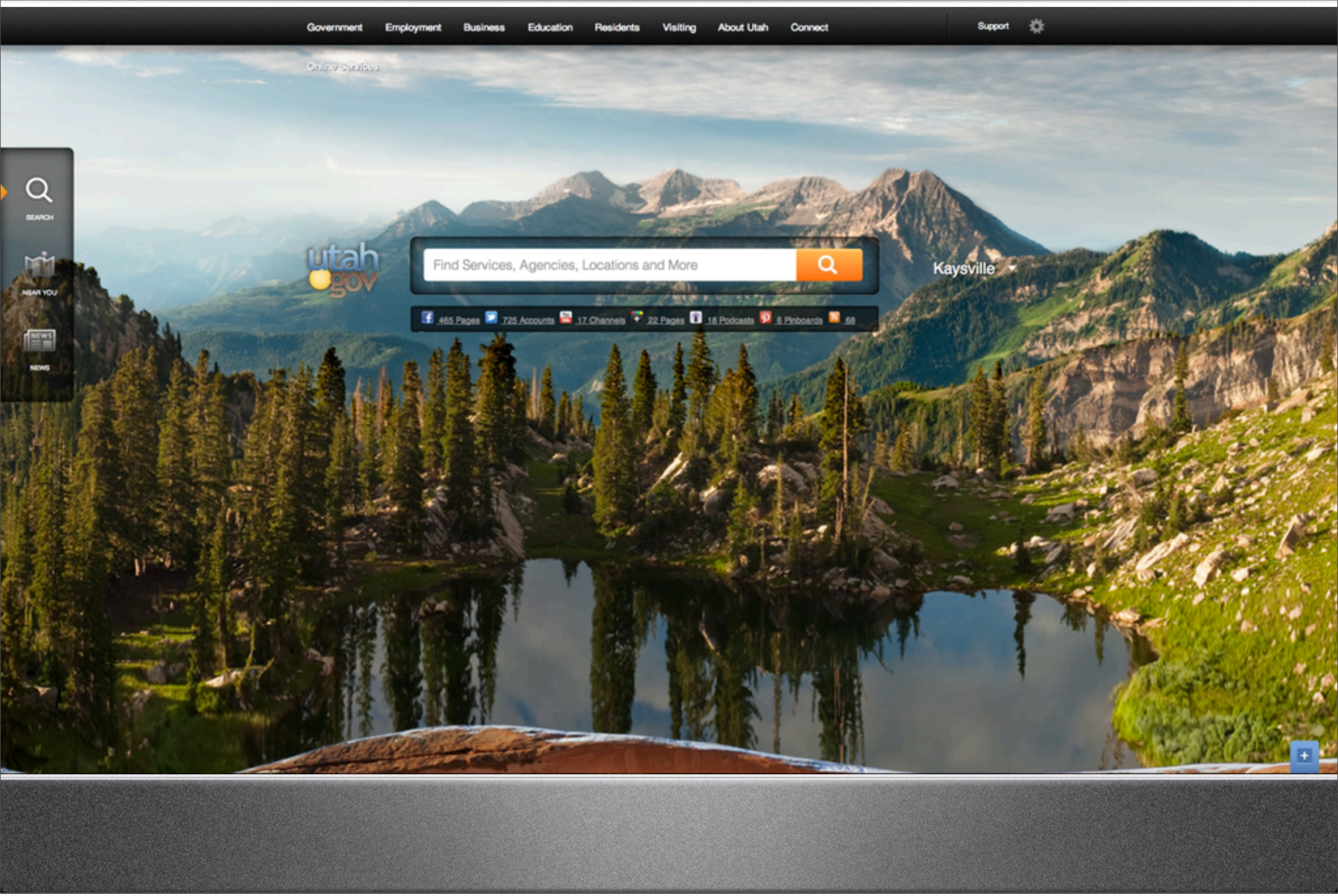
> Simplicity is the ultimate sophistication.
>
> - Leonardo da Vinci

The most successful websites are those that strike a balance between form and function.

Design elements should support the usability of the site rather than detract from it.

utah gov
Government
Employment
Business
Education
Residents
Visiting
About Utah
Connect
Services
Support
Settings
Hike the Overlook Trail at Dutch Hollow, June 14: http://t.co/65hTXYk3Z http://t.co/YxGbh4GTjZ
JUN 10
Utah Gang Investigation Conference
in Park City
Orem
Find Services, Agencies, Locations and More
Search
Government Headlines
ZOOM
Cache County Sheriff's Office
is now recruiting
Deputies
Must be at least 21 years old
High school diploma or equivalent
Must be a citizen of the United States
Must have a valid Utah driver's license
No disqualifying criminal history
Employment Opportunities
Increasing throughout the State
In Orem
ZOOM
73
Offices, schools, libraries, parks, and more near you.
11
Upcoming Public Notices
18,512
Utah Jobs Available
Utah.gov Highlights
ZOOM
OnTime
Real-time public transportation information in the palm of your hand.
iPhone & Android
Twitter
Facebook
Mobile
Widgets
Photos
RSS
Blogs
YouTube
Help
Utah Maps
Homework Help
USA.gov
BeReady.utah.gov
Alerts
Traffic & Weather
Amber Alerts
Mobile Alerts
211 - Service Information
511 - Road/travel info
911 - Emergency Help
Executive
Governor
First Lady
Lt. Governor
Attorney General
Treasurer
State Auditor
Legislative
Legislature Web Site
Legislative Calendar
Find Your Legislator
Utah Senate Web Site
House of Representatives
Awards
BEST OF THE WEB
2012 WINNER
Over 100 awards set Utah.gov as one of the best government sites in the nation. View more of Utah.gov's award-winning projects »


Government
Employment
Business
Education
Residents
Visiting
About Utah
Connect
Support
Online Services
SEARCH
NEAR YOU
NEWS
utah.gov
Find Services, Agencies, Locations and More
Kaysville
465 Pages
725 Accounts
17 Channels
22 Pages
18 Podcasts
6 Pinboards
68

Web Design Trends

1. Use of CSS3 and HTML5
2. Data Integration
3. Design Simplification (Reduce complexity!)
4. Geo-location
5. Immersive Content
6. Interactive Use of Maps and Data
7. Real Time Information
8. Responsive Design
9. Site Search
10. Social Media Integration

Utah.gov Technologies

- Browser and Device Independent
- CSS3, HTML 5, JavaScript, and JQuery
- Database driven (MySQL)
- Geocoding of Online Services
- Search Centric (649 sites included)
- GlassFish Application Server

Utah.gov Design Criteria

- Entry point for Government services
- Citizens should not have to navigate government to find services
- Accessibility Matters
- Visually Impactful
- Driven by data

Basic Questions!

1. Is the site accessible?
2. Is the site secure?
3. Does the design enable usability?
4. Responsive design? Platform / browser neutral?
5. Is the site search friendly?
6. Does it align with expectations?
7. Is help / customer feedback enabled?

Website Goals Matter!

Begin with the end in mind?

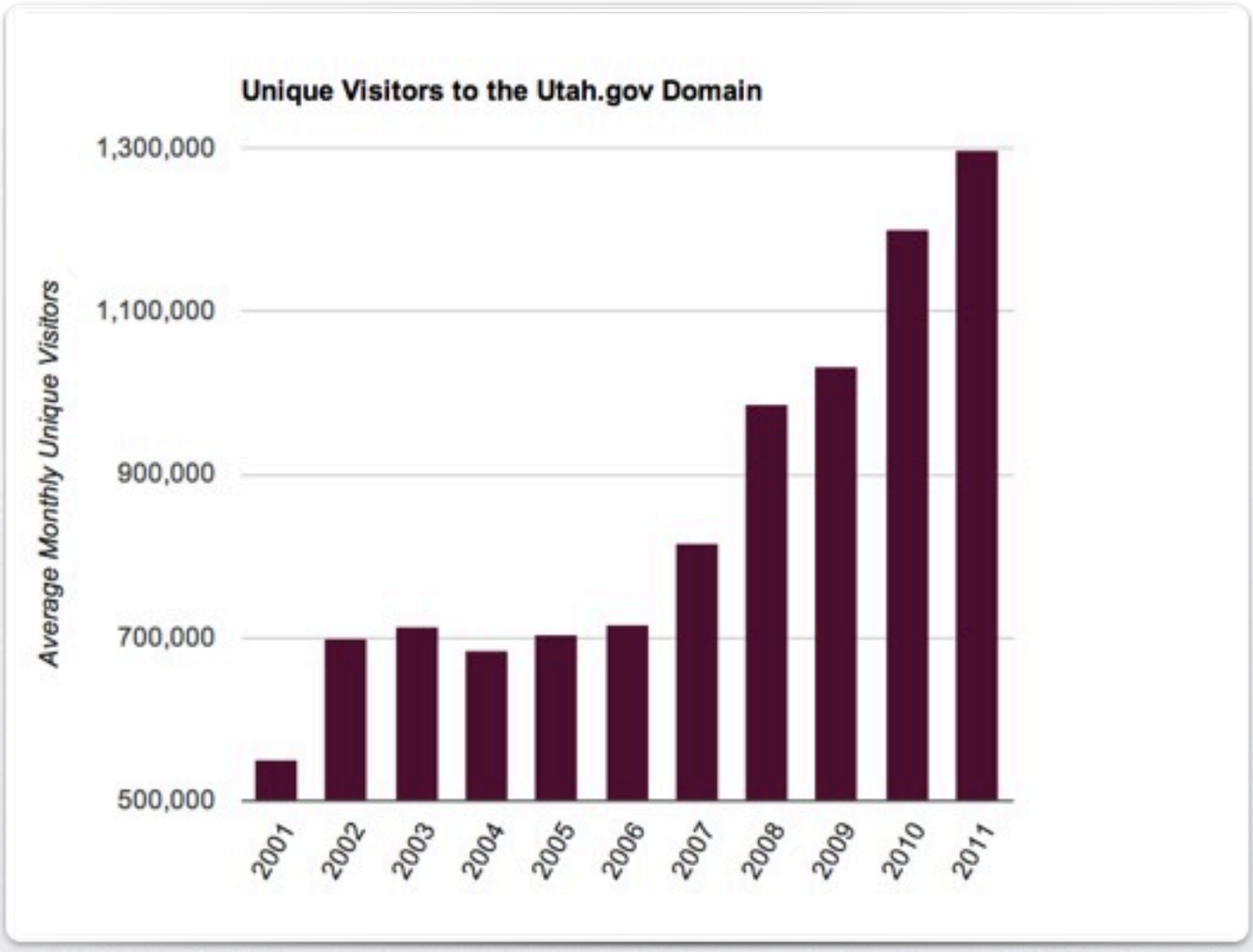
Top 5 Goals

- Make it easier for citizens to interact with all levels of government
- Help agencies reduce costs of services
- Support business objectives of policy makers
- Deliver a positive image of Utah that supports economic growth and tourism
- Deliver services that meet the requirements of bills passed by the Legislature

What do we know?

Why do metrics matter?

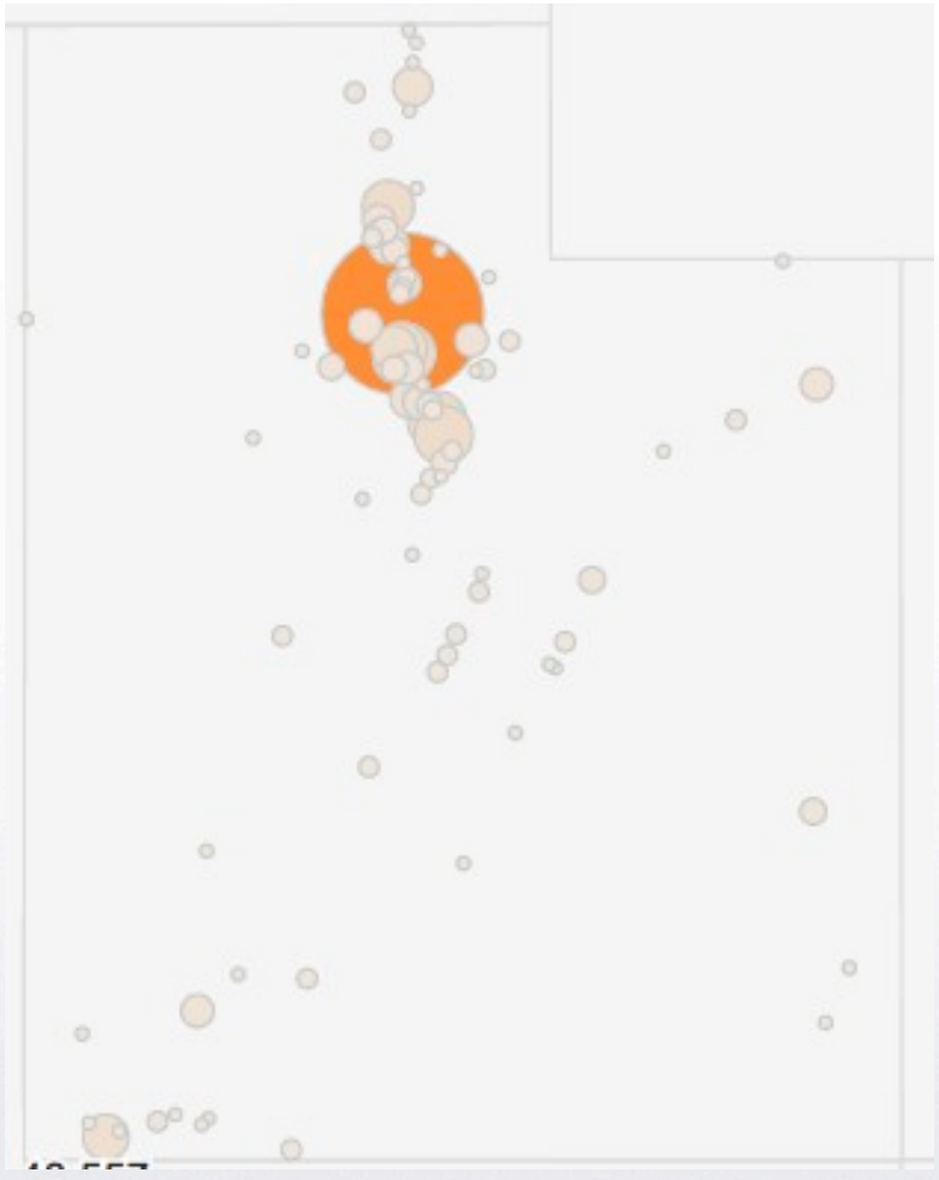
Unique Visitors



Mobile Visitors

- June 2010 - 2.37%
- June 2011 - 8.75%
- June 2012 - 13.33%
- June 2013 - 18.00% (Projected)

Utah.gov Visitor Geography



Utah.gov Visitor Gender

Demographics ? Gender | Age | Children | Income | Education | Ethnicity

Updated Jun 2012
Delayed - Next: Sep 2012

Gender

Embed

segment	*this site vs. total internet*	*index*
Male		107
Female		93

internet average

composition

Male 52%
Female 48%

Gender
Male

Utah.gov Visitor Age

Age

Embed

segment	this site vs. total internet	index
< 18		96
18-24		61
25-34		154
35-44		124
45-54		82
55-64		75
65+		53

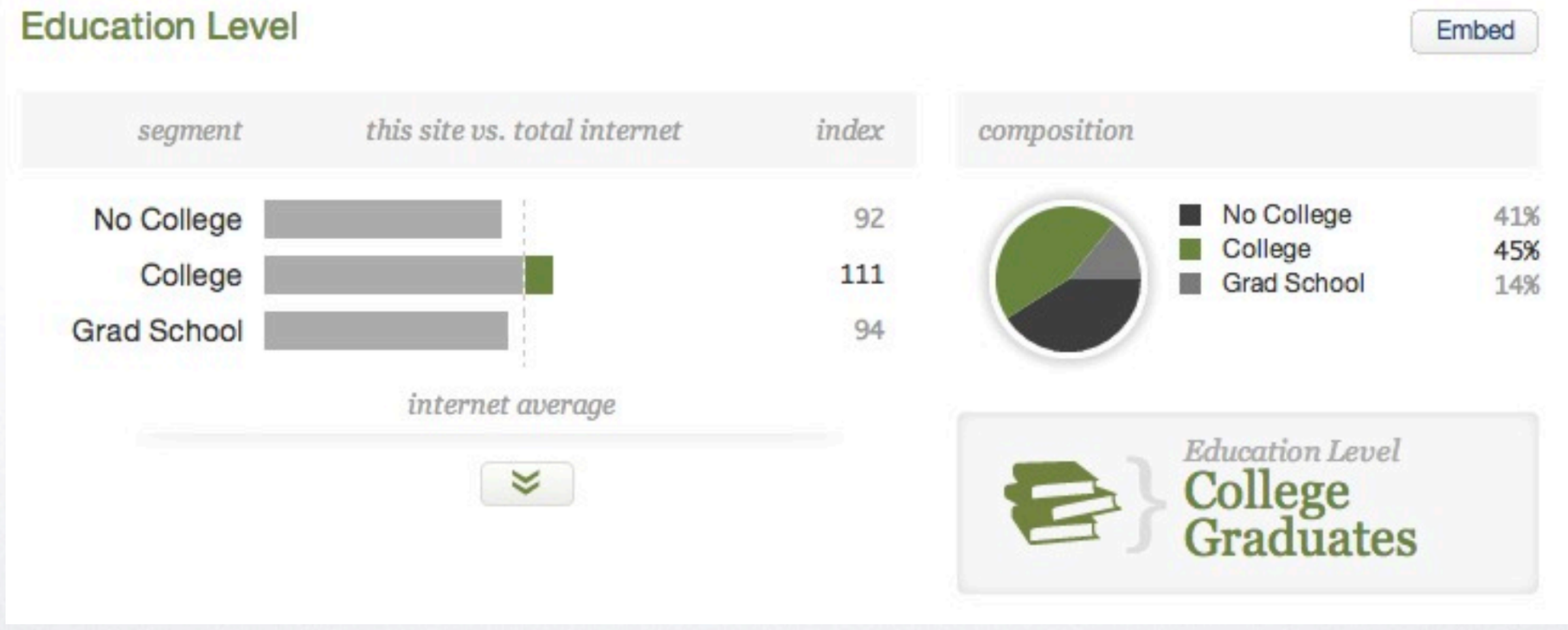
internet average

composition

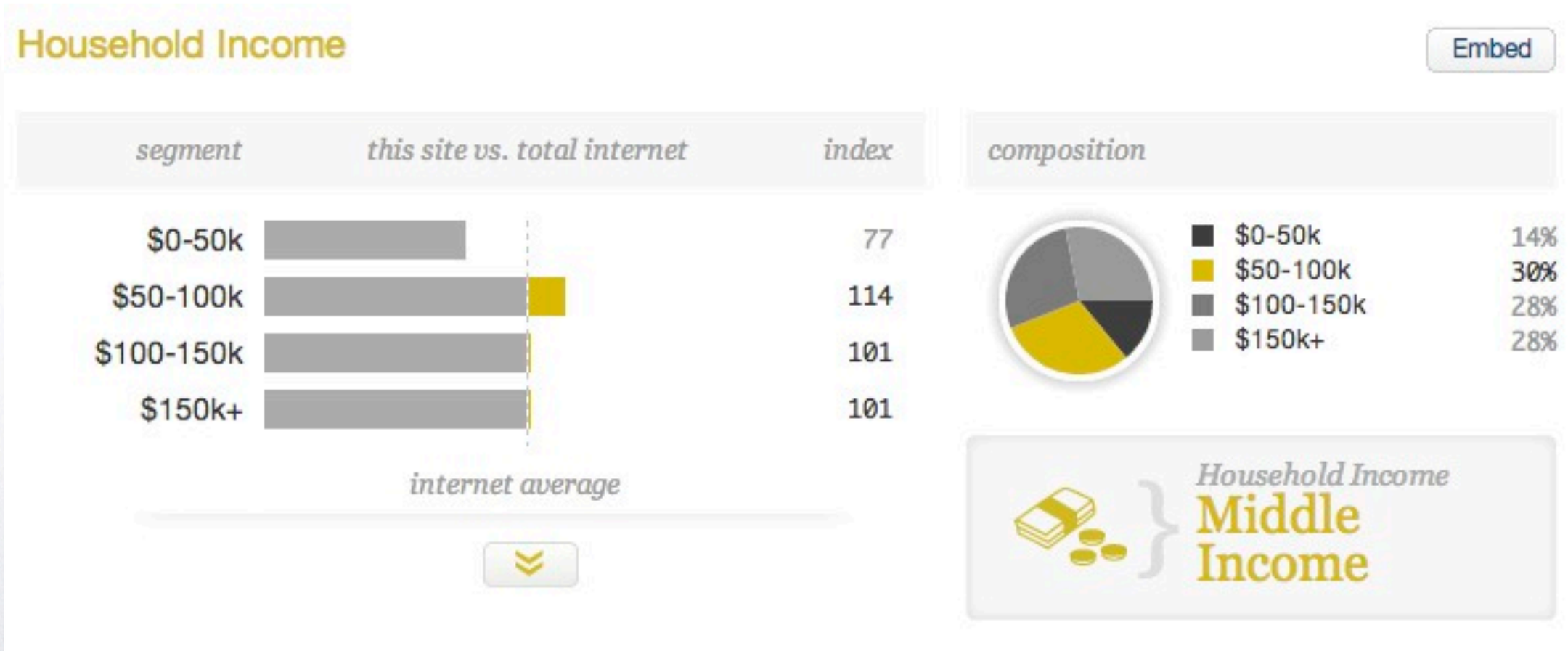
< 18	17%
18-24	8%
25-34	27%
35-44	24%
45-54	14%
55-64	8%
65+	3%

Age
Adults

Utah.gov Education Level



Utah.gov Household Income



Utah.gov Ethnicity

Ethnicity

Embed

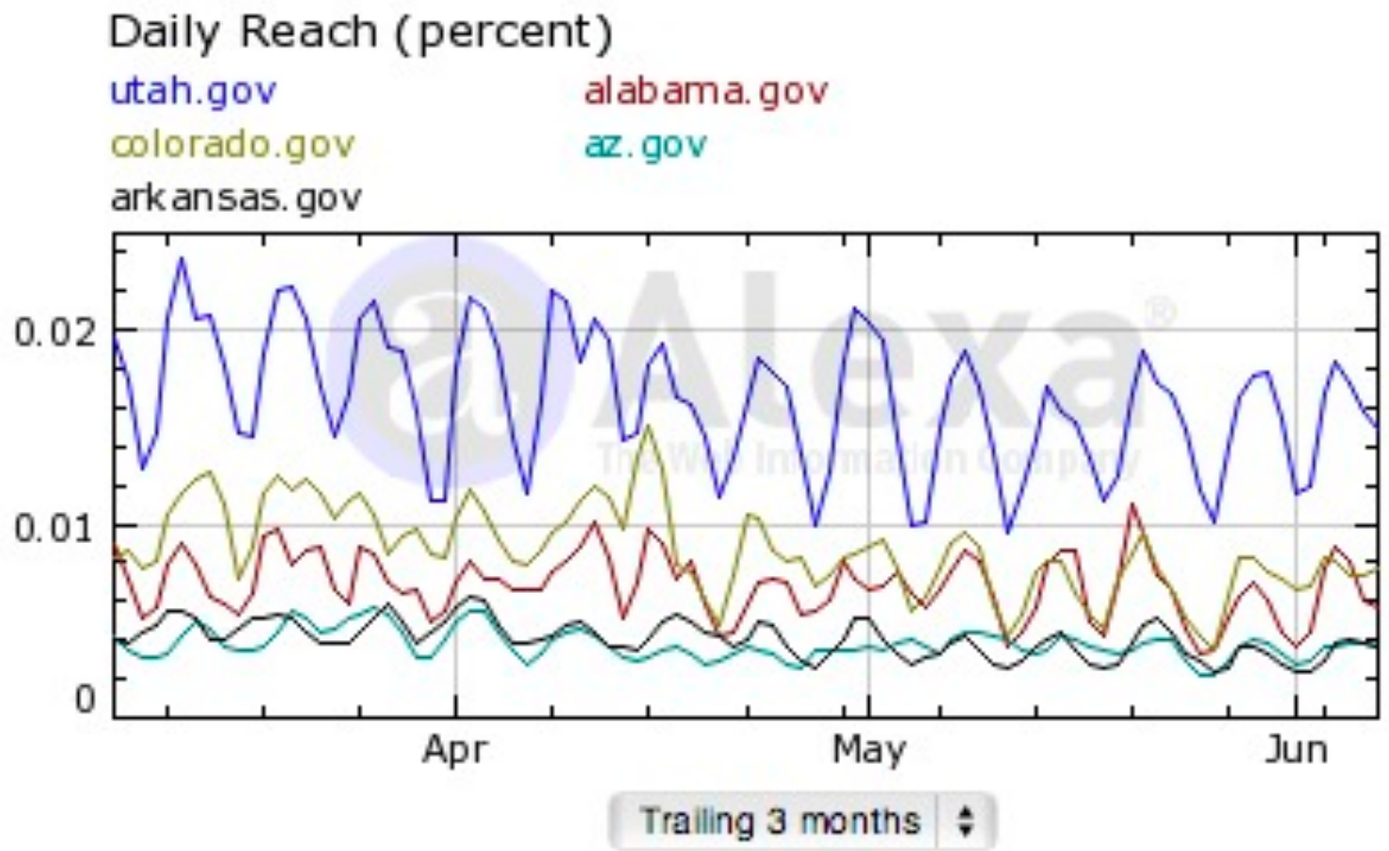
segment	this site vs. total internet	index
Caucasian		117
African American		22
Asian		44
Hispanic		69
Other		84

internet average

composition	
Caucasian	88%
African American	2%
Asian	2%
Hispanic	7%
Other	1%

Ethnicity
Caucasian

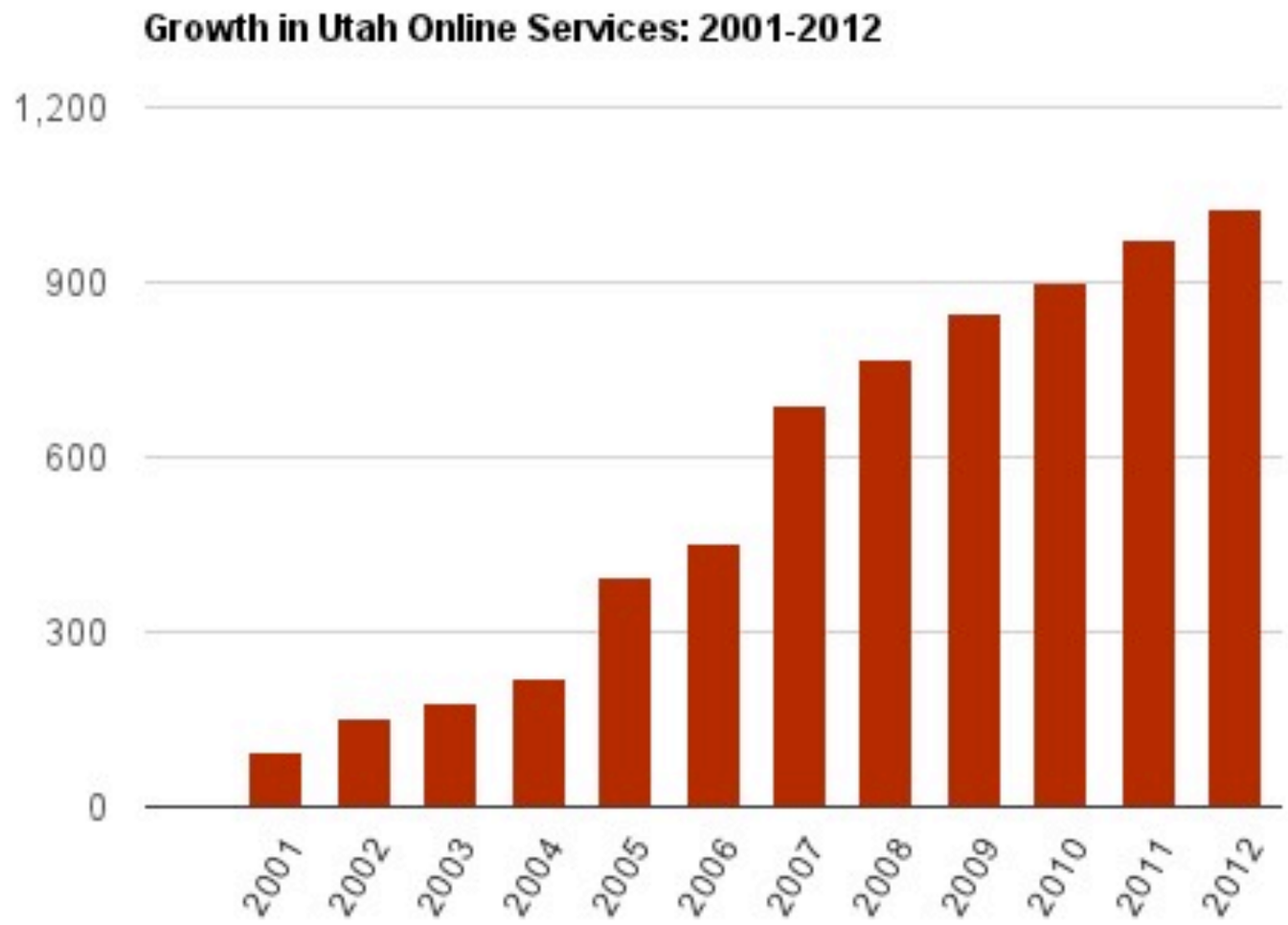
Utah.gov Reach



Estimated percentage of global internet users who visit utah.gov:

	Reach %	Change
Yesterday	0.0139%	-17.12%
7 day	0.0149%	+0.7%
1 month	0.0150%	-8.71%
3 month	0.0164%	-9.79%

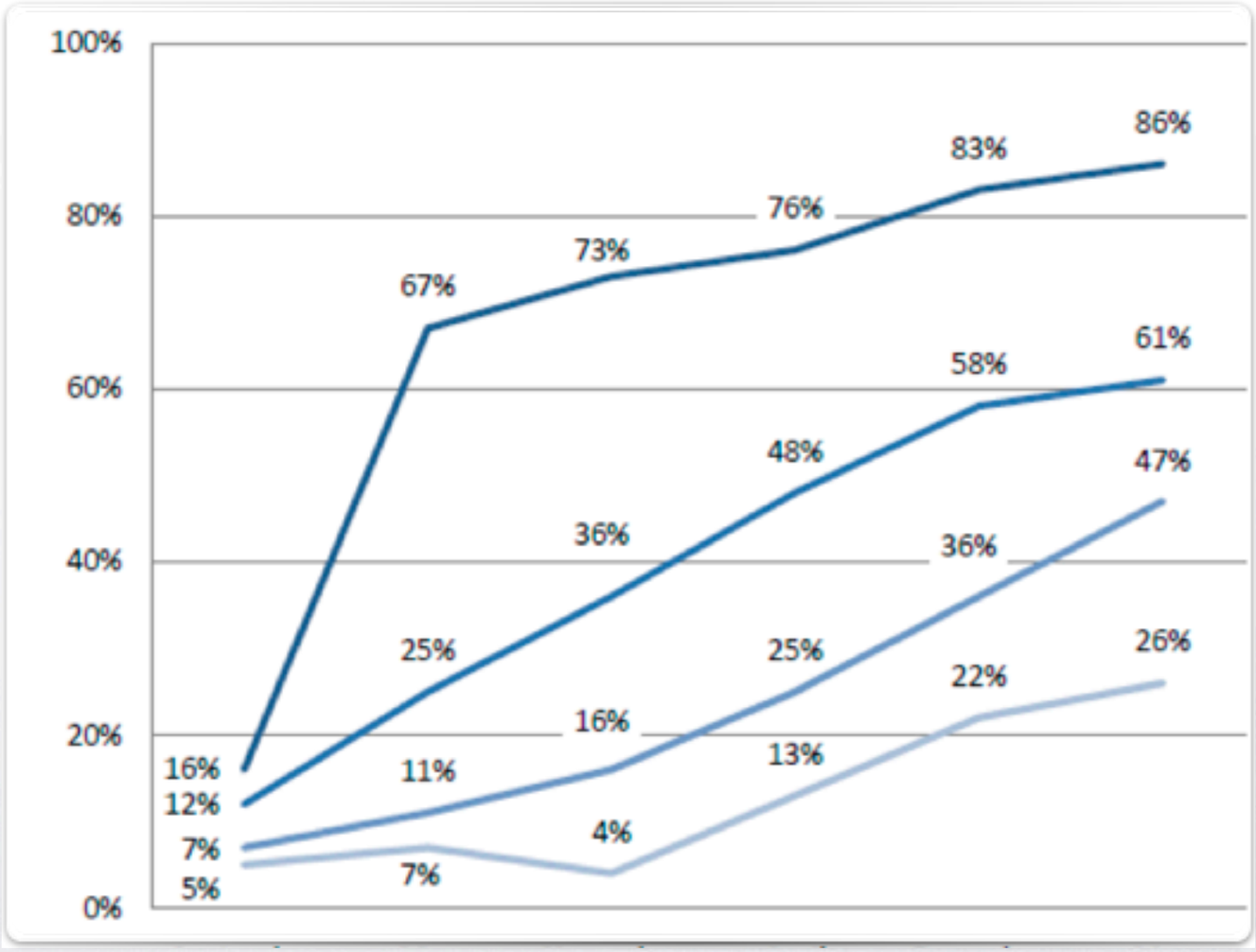
Online Services



Social Media Matters

"Social media accounts for one of every six minutes spent online In the US."

- Sarah Evans



Where do Web metrics come from?

Is any of this stuff free?

Alexa
The Web Information Company

compete

Google Analytics

quantcast

Analytics Web Metrics

Website Usability (Pageviews, Time on Site, Click Maps/Paths)
Traffic Sources (Referral Sites, Search Engines, Direct Searches)
Visitor Profiles (Keywords, Content Groupings, Geography, Time of Day)
Conversion Statistics (New Visitors, Returning Visitors, Unique Visitors, Abandonment, Bounce Rates)

Web metrics inform design as a basis for getting results!

Results: Services Utilization

- 10,481,154 Job Referrals
- 6,091,478 Motor Vehicle Records Reports
- 3,341,042 Business Entity and UCC
- 2,315,826 Professional License Verifications
- 1,061,067 Vehicle License Renewals
- 31,115,092 Total Transactions in 2012

Results: Cost Savings

- $ 3.91 Average Online Transaction Cost
- $17.11 Average Offline Transaction Cost
- $45,911,391 Five Year Savings for 9 high use services
- Services are self funded with limited tax $$
  - *University of Utah Cost Study 2012*

Results: Awards / Customer Satisfaction

- Best of the Web (4 times)
- Webby, GovMark, IMA, WMA, Best of State
- More than 85 awards for design, marketing, and technical innovation.
- International awards and recognition as one of the world's best government sites.

Questions?